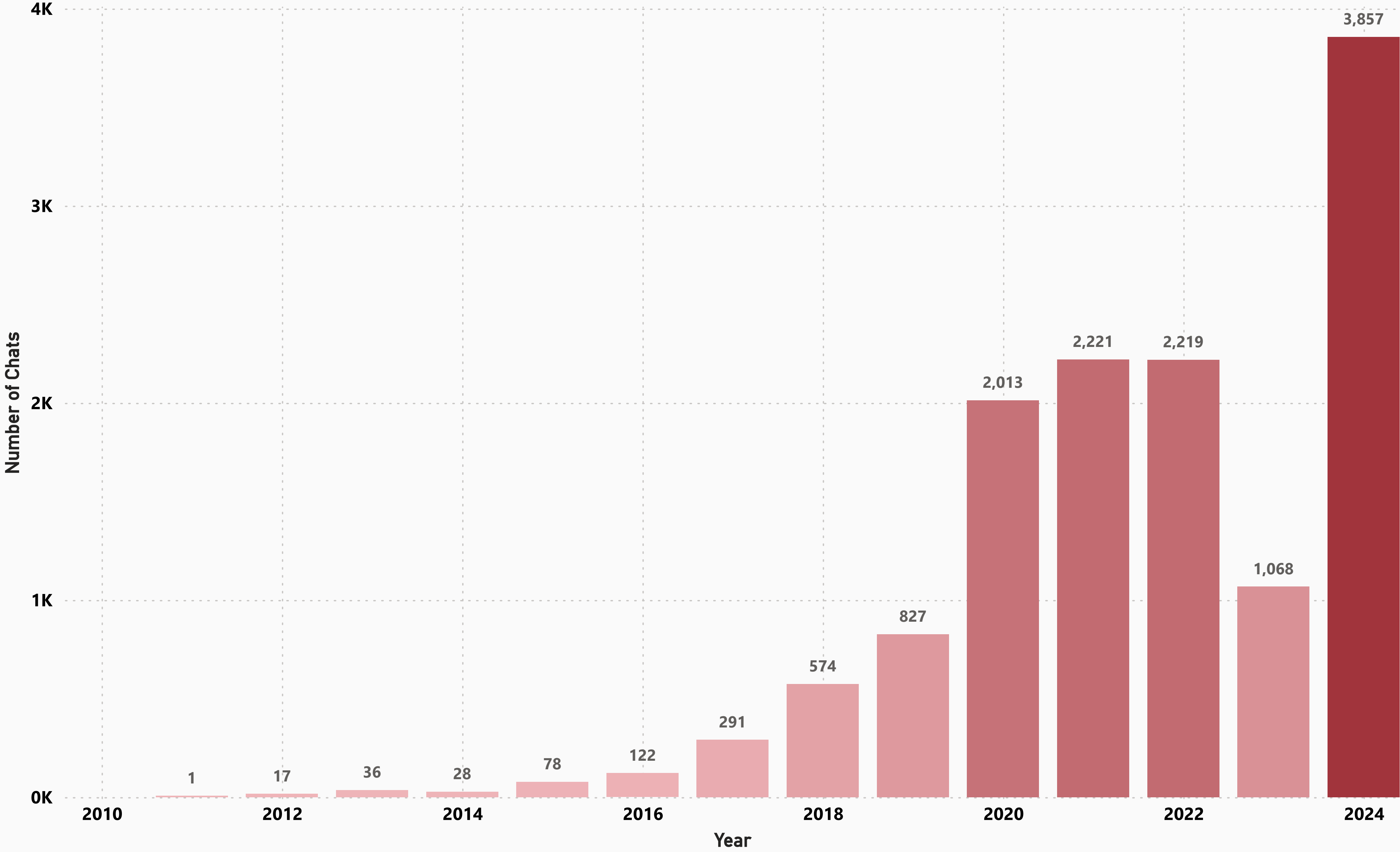


# Appendix D

Google AdTech: Chat Production Analysis (As of: April 10, 2024)

Number of Chats by Year



Year	Number of Chats
2011	1
2012	17
2013	36
2014	28
2015	78
2016	122
2017	291
2018	574
2019	827
2020	2,013
2021	2,221
2022	2,219
2023	1,068
2024	3,857
N/A	236
Total	13,588